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ONLINE MARKETING RESEARCHES IN UKRAINE: TRENDS AND PERSPECTIVES

The article is devoted to the problem of marketing researches, their formation and modern tendencies in terms of information-technological revolution on the territory of Ukraine. Based on the analysis, generalization and systematization of scientific sources, the development of marketing research, as well as the prerequisites for the creation of directions for marketing research are highlighted. The article focuses on new technologies for conducting marketing research in the conditions of the Internet environment. Such type of marketing research as online research is considered and the main advantages of its implementation, as well as

further perspectives of the development of this marketing tool are given.

Key words: marketing, marketing research, management decisions, interviews, questionnaires.

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МАРКЕТИНГОВІ ОНЛАЙН-ДОСЛІДЖЕННЯ В УКРАЇНІ: ТЕНДЕНЦІ ТА ПЕРСПЕКТИВИ

Статтю присвячено проблемі маркетингових досліджень, їх становленню та сучасним тенденціям в умовах інформаційно-технологічної революції на території України. На основі аналізу, узагальнення та систематизації наукових джерел освітлено розвитку маркетингових досліджень, а також передумови створення напрямків маркетингових досліджень. У статті особливу увагу приділено новим технологіям проведення маркетингових досліджень в умовах можливостей інтернет-середовища. Розглянуто такий вид маркетингових досліджень як онлайн-дослідження і наведені основні переваги їх використання, а також подальші перспективи розвитку даного маркетингового інструменту.

Ключові слова: маркетинг, маркетингові дослідження, управлінські рішення, інтерв'ю, анкетування.

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МАРКЕТИНГОВЫЕ ОНЛАЙН-ИССЛЕДОВАНИЯ В УКРАИНЕ: ТЕНДЕНЦИИ И ПЕРСПЕКТИВЫ

Статья посвящена проблеме маркетинговых исследований, их становлению и современным тенденциям в условиях информационно-технологической революции на территории Украины. На основе анализа, обобщения и систематизации научных источников освещено развития маркетинговых исследований, а также предпосылки создания направлений маркетинговых исследований. В статье особое внимание уделено новым технологиям проведения маркетинговых исследований в условиях возможностей интернет-среды. Рассмотрен такой вид маркетинговых исследований как онлайн-исследования и приведены

основные преимущества их использования, а также дальнейшие перспективы развития данного маркетингового инструмента.

Ключевые слова: маркетинг, маркетинговые исследования, управленческие решения, интервью, анкетирование.

The problem statement. Modern virtual systems and gadgets have become so simple that even preschoolers use them easily. The availability of the Internet space has significantly expanded the audience of users. To maintain their demand, TV channels, radio, printed newspapers and magazines create websites where they share their materials. Otherwise, it is likely that no one will know about them. These are the current trends. Referring to them, we can state that the traditional approaches to marketing research have survived their demand. It is worth noting that the features of online marketing research can change from year to year. This is due to new products launching to markets, the decline in demand for specific categories of goods, which often cause changes in consumer behavior.

In the work, attention was paid to online marketing research in connection with the orientation of the society on the Internet and mobile space from the previously popular e-mail-exchange of information, presents the advantages of this type of research in comparison with the "traditional" types of marketing research, their status and prospects for further implementation in Ukraine.

The objectives of the article. The aim of the work is to study the main trends in the development of the online marketing research market in Ukraine.

Analysis of recent research and publications on the problem. In the current literature, most publications are devoted primarily to the operational level of the use of marketing research. The problem of marketing research involved such scientists as G. Carter, F. Kotler, N. Malhotra, S. Miller, R. Morris, A.L. Kistersky, A.I. Credisov, N.N. Mazurina, V.F. Onischenko, V.N. Parsyak, A.I. Rogach, K. Rogov, E. Romat, V.R. Sidenko and others.

Statement of the basic material of the study. The modern world industry of marketing research offers a variety of methodologies used to solve a variety of tasks. The use of innovations in the implementation of research technologies makes it possible to improve the efficiency of information collection, and to improve the quality of information necessary

for making informed decisions.

If we talk about replacing online interviews with representative interviews face-to-face or a representative online survey can only be arranged in the segment of youth in medium and large cities. In the next year or two, we propose that representative polls in the online mode can also be done in all the segment of the urban youth and in the middle-aged segment in medium and large cities.

However, the attraction of online technologies is that they, generally speaking, are not oriented to the population in general, but for active groups. The sense in the implementation of the above-mentioned research appears when it is necessary to study markets, the main consumers of which are technically advanced. [1, p.58-61].

For today in Ukraine already there are many markets where the arranging of quantitative online surveys are relevant. First, high penetration of the Internet (almost 60%) is among the solvent population with high and middle income (the level of average income is defined as a person without any problems buys clothes and can afford to buy expensive household appliances). Secondly, in medium and large cities there are many markets with a level of Internet penetration of buyers of 50% or higher - this is the same household appliances (50% -60% depending on the category), cars (almost 50%), banking services (About 50%), tourism services (about 55%), computers and accessories (about 70%), etc.

What are online tools? According to ESOMAR, these are studies with one of the following expected results:

- filling in the questionnaire on the researcher's server,
- uploading or receiving the questionnaire by mail, filling it, and then sending the completed questionnaire to the researcher,
- Online discussions,
- measuring the use of Internet resources through special software on the respondent's personal computer.

When implementing these opportunities, two fundamentally different approaches are used:

- Access-panel, which assumes constant cooperation with recruited respondents,
- One-off contacts with voluntary respondents.

In the access panel, the researcher recruits a significant number of Internet users, collecting socio-demographic data about them. Depending

on the tasks of the particular study and the target audience that needs to be studied, he invites the relevant part of the panel to take part in the survey (as a rule, respondents are paid for this). It is in attracting the right target for a specific study that there is a fundamental difference between the access panel and the usual one, whose task is to periodically poll the same (or partially rotated) respondents on a similar questionnaire, most often devoted to consumer demand. The results of a conventional panel are usually offered to all willing to pay for it.

The second approach - one-time contacts - is cheaper, since it does not involve rewards for respondents, and is faster, but less reliable. It leads to methodological difficulties - it is unknown who actually filled the questionnaire in - it is popular to distort data about yourself on the Internet, calling the gender and age incorrectly.

In fact, the same problem is also characteristic for access panels in case they are recruited online, that is, by establishing a recruiting contact directly on the Internet. In this case, the respondents' anonymity is preserved and does not allow removing its main socio-demographic characteristics. One of the ways to get around this difficulty is to dial the access panel through personal contacts (offline) with respondents, which will make it a more reliable platform for conducting online research.

Nowadays there is only one face-to-face access-recruiter is installed; nevertheless in the near future at least several similar solutions are expected.

In the last few years, online research has come first in the arsenal of methods used in developed countries. Thus, according to the latest ESOMAR report, online is confidently leading among quantitative methods, having secured a quarter of the world's research market, and twice ahead of the usual face-to-face interviews for Ukraine. Unfortunately, Ukraine contributed a very negligible part to this share. In comparison with Russia, online studies account about 7%, and in Poland 12% among all quantitative methods.

Already today, at the current level of Internet penetration in Ukraine, online technologies can effectively replace a number of classical tools for qualitative research in solving the following business problems: determining the optimal communication strategy, testing advertising, assessing the impact of price games, etc. [4, p.68].

At the same time, some online technologies allow the respondent

not only to express his opinion verbally or, for example, to describe the perception of the person tested, but also to connect nonverbal assessments. For example, using a click-test, he can specify a peculiar place on the advertising image; using 3D-design tools, to show his vision of the package effectively; considering a virtual showcase, to show his

We also want to mention that online research has many advantages over traditional offline surveys:

1. lower cost of online research due to the lack of need to pay for the work of interviewers and coders (the cost of recruiting in any case is less than the payment for a similar interview), which allows:

- reduce the cost of conducting interviews and, thus, make them more accessible to clients of marketing companies;
- Increase the profitability of research projects by reducing costs.

2. Higher speed of research than traditional surveys.

Practice shows that about 70 percent of respondents send answers in the first two or three days, 20 percent - until the end of the first week after receiving the questionnaire and only 10 percent respond in later terms.

In addition, the speed of the online survey is influenced positively by the fact that the digitization of questionnaires is not required. [2, p.76-78].

3. Ability to track research results in real time.

Through the web interface, you can control the number of successful interviews / quotas. An important feature is also the fact that with online research you can get answers to the most urgent questions until you get a complete final report.

5. Saving time for interviews.

With e-mail, you can quickly select the required number (or quota) of respondents. Thanks to the construction of logical "what-if" chains, the interviewee answers only questions addressed to his quota. It should also be noted that the speed of perception of visual information is higher than that of voice, so respondents get to the main idea more quickly and get less tired (which, of course, affects the quality of the interview). The Internet also avoids the errors that arise when transferring information from traditional questionnaires to a computer database.

6. Advanced media capabilities.

The Internet makes it possible to show the respondents images in

random order. The toolkit of marketers is expanding: through the Internet you can send the interviewees animation, audio and video files (presentations, commercials, etc.), which in most cases are not available in traditional quantitative surveys.

7. The ability to conduct quality surveys online: If we talk about the quantitative component of online technologies, it is obvious that only theoretical representation is seen as the only potential limitation of their application. Therefore, by international standards, this technique is considered representative in case of 50% penetration of the Internet among the target audience.

- The Internet allows to form focus groups from the representatives of hard-to-reach categories of respondents (for example, people with high incomes, owners of rare brands of cars, consumers of exotic food products, etc.);

- The moderator (interviewer) gets an opportunity to control the group dynamics of the focus group more effectively, minimizing the dominant position of any of the respondents;

- Western researchers note that in online surveys, respondents are liberated and more confident in answering questions and participating in discussions;

- the customer of the marketing research gets an opportunity to monitor the work of the focus group in real time and, if necessary, make corrections through the moderator (the interviewer).

8. Ability to prepare multiple questionnaires available to respondents.

The interface of the modern site allows creating multi-level questionnaires, which nevertheless are intuitively understandable to any respondent.

9. Increased anonymity of respondents.

The absence of any contact even with the distributors of the questionnaires allows respondents to feel at ease and be extremely frank at certain surveys (for example, about sexually transmitted diseases, contraceptive use, adultery, etc.).

10. Possibility of wider spatial coverage of respondents.

The World Wide Web helps to attract respondents from virtually any region of Ukraine with a fixed budget for marketing research. In addition, online polls give a chance to use feedback if necessary, which is

impossible or requires extra time in traditional surveys [3, p. 73; 5, p. 89].

11. More opportunities to motivate potential respondents to participate in surveys.

Online research usually suggests the possibility of getting a cash or clothing prize for participation in surveys.

The necessity in faster transition to online marketing research is confirmed by the fact that the level of response to offline surveys declines every year.

In comparison with the US, Internet users are three quarters of the adult population, while in Ukraine only a quarter. This means that in the United States, with the help of online, it is possible to study markets covering the entire population; in Ukraine, this format is will be possible only in the future.

According to the Ukrainian Marketing Association, the total volume of the marketing researches ordered in 2015 amounted about 767 million hryvnia (\$ 35.9 million, at an average rate of \$ 1 = 22 hryvnia during the year). In this case, the market volume in hryvnias increased by 51%, and in dollar terms it declined by 13%. Thus, in 2015, the market continued to decline (in dollar terms), that was firstly recorded in 2014. The total volume of the market fell to the level of 2006 indicators.

Despite the discrepancies, we can see a general trend: if the global market for market research is growing slowly, then in Ukraine it continues to fall. However, it should be noted, that the rate of decline is slowing down nowadays.

On a global scale, the largest market research market is the North American market with its markets in the US and Canada. This year, the US market research market showed an increase of 3%. Of course, we are most interested in comparing Ukraine with Europe and with the countries of the former socialist camp. Europe - the second largest market research market, which showed in 2015 an increase of 2.8%. At the same time, Britain, Germany and France regained the status of the largest markets in Europe. The total turnover of the market for marketing research is approximately \$ 16 billion.

Many marketers in their reports have indicated that local companies are beginning to take up more and more space in their orders. Orders from foreign (in this context - transnational corporations) account about 15% of the total turnover.

At the same time, there are countries where the current situation clearly reminds us of the situation in the early 2000s in Ukraine, when, in fact, foreign companies were the customers of research. For example, Vietnam showed that 75% of orders are orders of foreign companies, Nigeria - 70%, Bulgaria - 66%, Japan - 62%, Guatemala and Honduras - 60%. In countries such as Singapore, a relatively high proportion of subcontracts come from foreign research companies (48%), in Lithuania - 35%, in Denmark - 33%, Georgia - 30%, Hong Kong - 26%, Kenya and Nicaragua - 25 % [3, p. 47-49].

According to the Ukrainian Marketing Association, in Ukraine foreign companies (in this context - transnational corporations) form the lion's share of orders for marketing research. Their orders account for 71.6% of the market turnover in 2015. This is the average.

Relatively large research companies operating in Ukraine and entering the top five in terms of turnover, in their case, local customers provided 25-30% of the total order portfolio, for a number of medium-sized companies this figure rises to 50-60% (although there are medium-sized companies, which specialize exclusively in the performance of orders of transnational corporations). Only in the case of a number of small agencies (with a turnover of up to 500 thousand UAH per year), local customers provide 100% of their portfolio [7, p.121; 8, p.115].

18 research companies with an aggregate turnover of 533.3 million UAH provided the data on the distribution of orders for national and international projects. These companies for domestic projects (research within Ukraine) account for 478.2 million UAH. Orders (almost 90%), for orders within the framework of international projects - 55.2 million UAH. (Not more than 10% of all orders). The largest proportion of orders in international projects is occupied by medium-sized companies (in some cases - up to 20-25% of their orders). At the same time, there is only one medium-sized company that specializes almost exclusively (98%) on research in the framework of international projects.

Consumer goods continue to be the main market for marketing research. This is confirmed by the data of both the world research, according to which the clients of this market form 23% of all orders, and the UAM study, according to which in Ukraine this segment includes 32.3%. World research shows that food, beer, and the confectionery industry are the largest segment of fast food products (12% of 23%).

Medicines sold without prescriptions, perfumes and hygiene are also a big segment. The smallest share in this segment is occupied by such goods as Tobacco and cigarettes, but these goods still occupy a large share of the fast-food sector in countries such as Pakistan, Ukraine and Vietnam. According to the UMA research, tobacco products in Ukraine in this sector account for 20.6%.

If we look at the generalized data of world research, we can say that governments and non-profit organizations are becoming an increasingly important customer. The same trend shows researches in Ukraine. Government and non-profit organizations are increasingly becoming customers of marketing research.

Conclusions and recommendations for further research.

Analyzing the material presented, we can state that an effective online research is already under way in Ukraine. They can significantly expand the arsenal of quality methods nowadays. For the most interesting solvent target groups, representative quantitative online research is already possible. Online significantly enhances the researcher's ability to answer the questions posed. The widespread introduction of online tools in Ukraine is the prospect of the near future of the research market.

However, along with this, one can observe the price pressure, which has lowered the quality, usefulness and effectiveness of the research, as well as their effectiveness and necessity.

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